

THEKRA FILFILAN

COPYWRITER & TRANSLATOR

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7813 Prince Abdullah Faisal Farhan Al Saud Al Qairawan, Riyadh, SA

EDUCATIONAL BACKGROUND

King Abdulaziz University, Jeddah, SA | GPA: 4.64 /5.0 – Second Honors

2020

- Bachelor of Arts in English Language from the Faculty of Arts and Humanities.

PROFESSIONAL EXPERIENCE

Arabic Copywriter at RAW Studio, SA | Full-Time

Jul 2024 to Present

- Successfully pitched video concepts for National Day to several clients, including Dunkin' Donuts, the Ministry of Human Resources and Social Development, and the Royal Institute of Traditional Arts (Wurth), ensuring alignment with their respective visions and goals.

Creative Copywriter at WtdCare Medical Platform, SA | Part-Time

Jul 2024 to Present

- Creating content for Wtd's social media and website.

Community Manager at Pubbles, SA | Part-Time

Feb 2022 to Present

- Creating ideas and content to have more user engagement and increase the number of active users.

Junior Arabic Copywriter at The Bold Group, SA | Full-Time

Aug 2023 to June 2024

- Crafted engaging social media and campaign content, tailoring messages to resonate with a tech-savvy audience and driving brand awareness for iot squared, a subsidiary of stc.
- Utilized industry insights to develop targeted content strategies that increased engagement and positioned iot squared as a thought leader in the IoT sector.
- Spearheaded comprehensive content creation, including social media posts, campaign narratives, video scripts, and internal communication, supporting SCAI's mission to lead in the AI sector.
- Orchestrated the launch of the social media presence for Eynai.sa, a SCAI product, successfully establishing its digital footprint and facilitating its market entry.
- Developed and executed internal communication content to enhance employee engagement and streamline corporate messaging for PIF.
- Pioneered an internal campaign for PIF's newly implemented system, Cycle, leading to improved adoption and user comprehension across the organization.

Creative Copywriter at Vibes, SA | Full-Time

Aug 2022 to Aug 2023

- Creating and conceptualizing campaigns from RFPs we receive for prestigious clients such as Panda, Altamimi, Absher, Malath, SMASCO, and LCGPA.
- Writing company profiles, social media, and event content for multiple clients such as Laysen Valley, Fahd Bin Saedan, Delifast, Almajdouie, Miros, Almajdiah, and Saudi Commission for Health Specialties.

Creative Copywriter at TwoMinds, SA | Part-Time

Oct 2022 to Jan 2023

- Launching the website and social media platform for iSchool platform in Saudi Arabia.
- Writing company profiles and social media content for high-potential startups such as Dawafast and Tashatib and other clients such as Albyoot and Ettar platform.

Creative Copywriter at Delivery Hero, SA | Full-Time

Dec 2021 to Feb 2022

- Writing content for Q-Commerce and e-grocery product (Quick Market).
- Writing content and managing social media for an international cloud kitchen (Everyday Coffee) owned by DH.

Account Executive at Mode Studio, SA | Full-Time

Apr 2021 to Nov 2021

- Writing content for multiple prestigious clients as Blends, Pik, and Gun Bun.
- Manage clients' social media accounts by scheduling the content and being responsible for buying media for campaigns.
- Creating and conceptualizing marketing campaigns for launching new items and products.

Creative Copywriter at Hao, SA | Part-Time

Nov 2020 to Sep 2021

- Managing and creating content for Hao's social media and website.

Engagement Copywriter at MRSOOL, SA | Tamheer

Jan 2021 to Jul 2021

- Writing content for internal communication in the People-Culture-Engagement department

Marketing Intern at Text United, Austria

Sep 2020 to Dec 2020

- Managing Text United's social media accounts.
- Writing articles and creating content for Text United's website.

English/Arabic Freelance Translator

2019

- Translated five articles from English to Arabic that were published by KAUST's magazine, The Beacon issue 2019-2020

CERTIFICATES & TRAINING

- Virtual Internship with CareerBridge By: Misk Foundation. 2020
- CAT Tools By: Translation Virtual Academy. 2020
- TESOL Program Certificate By: English Language Institute at KAU. 2020

ACHIEVEMENTS

- Social Innovation Center Award By: King Abdulaziz University. 2019
- Semi-finalist in iRead Competition By: Ithra'a 2014

SKILLS

- Articulating knowledge and understanding of texts, concepts and theories.
- Effectively conveying arguments, opinions, and thinking creatively.
- Planning and researching written work.
- Good communication skills in dealing with clients.